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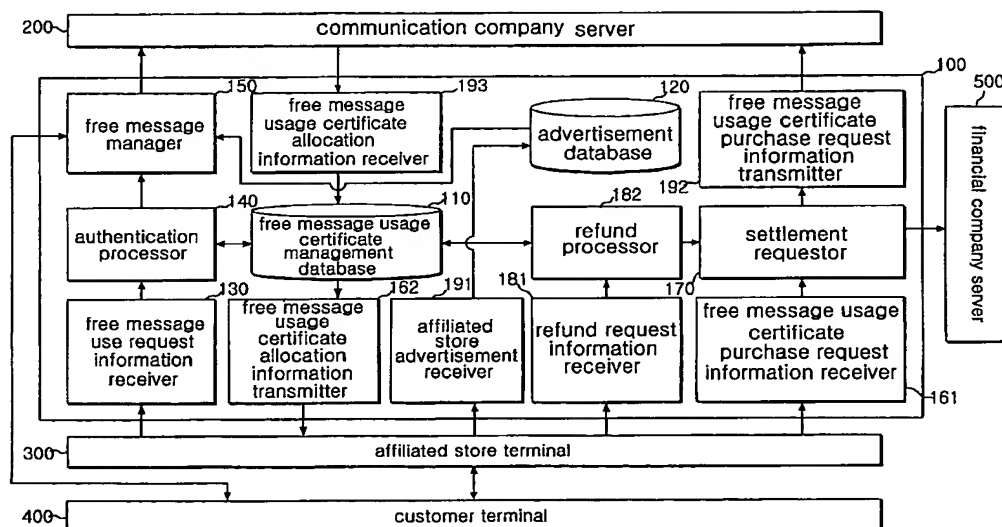
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(54) Title: SERVICE SYSTEM AND MOBILE COMMUNICATION TERMINAL FOR FREE USING OF DATA COMMUNICATION



(57) Abstract: Disclosed herein are an advertisement-linked free message provision system and a mobile communication terminal. In the advertisement-linked free message provision system, a customer receives a free message content linked to an advertisement of an advertiser, or affiliated store, through a customer terminal and propagates the advertisement of the advertiser and free messages to other parties, typically his/her acquaintances, using the received free message content. Therefor, the customer can send messages free of charge, and the advertiser, or affiliated store, can maximize advertising effects and thus gain an opportunity to win over new customers, which leads to an advanced mobile target marketing advertising activity over an existing one-to-one target marketing advertising activity.